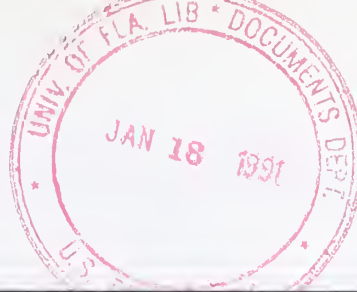
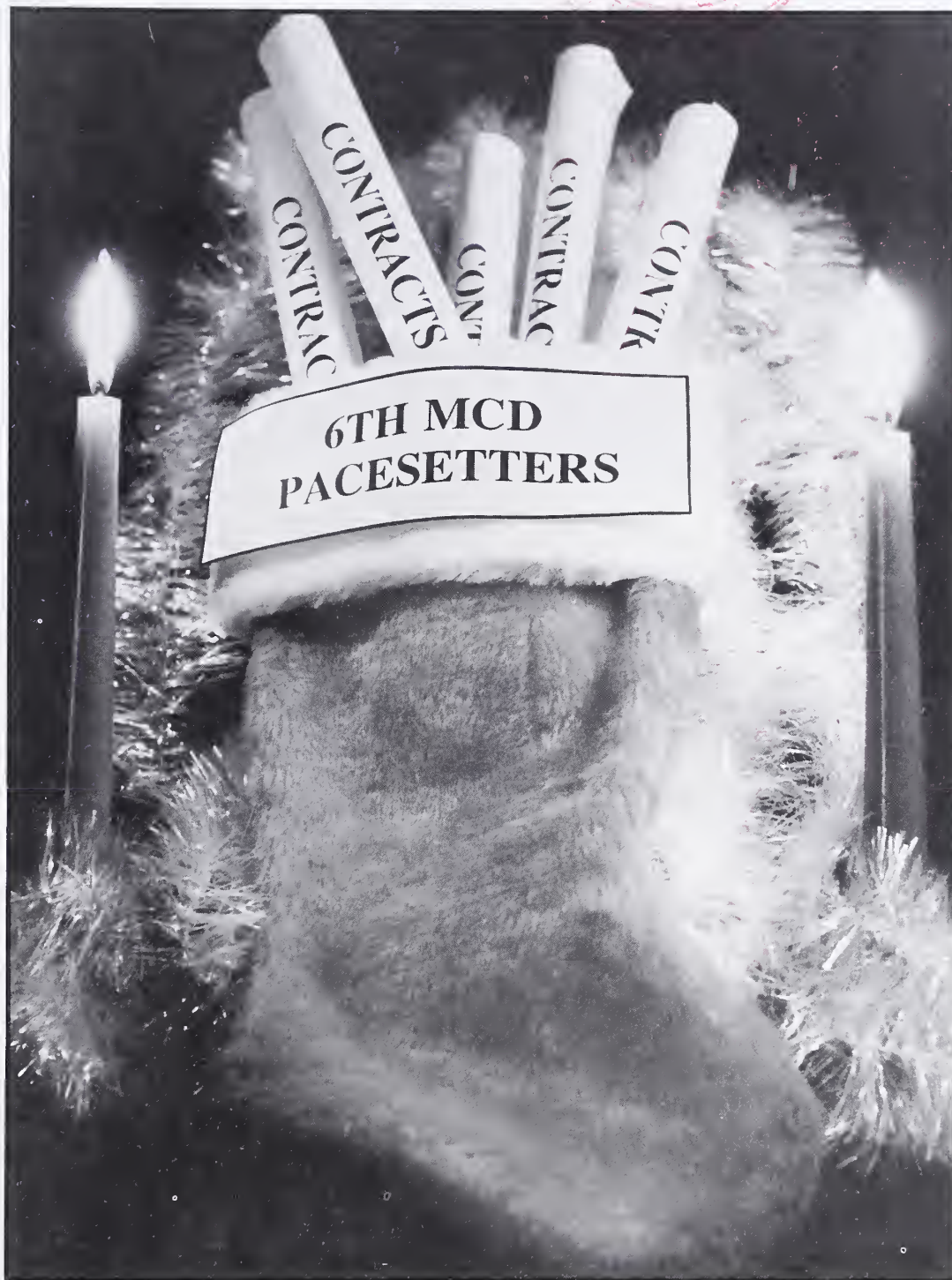


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Dixie Digest

Atlanta, Ga. December 1990



HAPPY HOLIDAYS

Dixie Digest

Volume 28, No. 12
December 1990

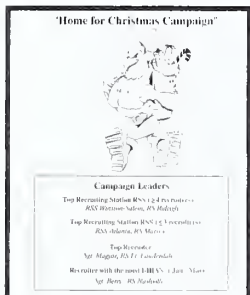


Front Cover

CONTRACTS FOR CHRISTMAS--Best wishes for a safe and joyful holiday season--and good luck in that challenging search for a few good men and women. (USMC photo by SSgt. Kenneth M. Dvorak)

Back Cover

HOME FOR CHRISTMAS CAMPAIGN--The race is on. Congratulations to RSS Winston-Salem and RSS Atlanta and Sgt. Magyar, RS Ft. Lauderdale and Sgt. Berry, RS Nashville on a great start. Leaders as of 8 Dec. (USMC illustration by Sgt. Melvin L. Davis)



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**The Few,
The Proud,
The Marines!**

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CO's Corner

A few days ago a former recruiter and former active duty Marine called me. We served on recruiting together in the early 1980's. I remember him as a solid, dependable, quality recruiter who did the job month-in and month-out. He was a gunnery sergeant recruiter and now is a retired master sergeant. He told me he was the last one left of 19 people who went to work in the sales department for a national insurance company. This former Marine said he felt he'd gotten "over the hump" after three years of 18-hour days for the insurance company. He went on to say the hours required to succeed in his current job far exceed those six-day weeks on recruiting duty.



"Satisfaction is success, satisfaction is winning, satisfaction is accomplishing the mission--just plain satisfaction is feeling good about what you've accomplished and produces a happy U.S. Marine and well adjusted man or woman."

One of the indicators of a successful man or woman today is the productive time spent in his chosen field of work. Today, 9-5 jobs are less common and punching a time clock never was a great way to make a living anyway.

Before the system and the programs can work; a man, a woman, a Marine has got to invest the requisite time in his/her profession. We don't have the deployed time as most sailors nor the overnight road time of a civilian salesman.

While on recruiting duty, and in most jobs that are extremely important, you have to invest productive time.

Sociologists say it's not hard work that breaks marriages but unemployment followed by unsatisfying "punch the clock work."

Your job and your duties are important...to our Corps and our country. Many can not do what you have done.

Satisfaction is success, satisfaction is winning, satisfaction is accomplishing the

mission--just plain satisfaction is feeling good about what you've accomplished and it produces a happy U.S. Marine and a well adjusted man or woman.

The football player covered with bruises who stuck his head in every play is the happy man--not the unscathed fellow who sits on the bench. The Marine recruiter who planned to win and worked into many long nights is the happy Marine; not the ...well, you know what I mean.

The quicker we learn to succeed, the better the life we will lead.

Have a great Christmas and Happy Holiday Season. Every Marine, sailor, civilian and family member has contributed to this District's success. I appreciate your hard work, professionalism and dedication. Stand by your Corps.


JAMES T. LUKEN, JR.
COLONEL USMC



P.I. DI--Before becoming drill instructors, Marines must first graduate from Drill Instructor School, which is approximately 11 weeks long.

Where it all begins

Story and Photos by Sgt. Michael Genovese
MCRD Parris Island, Staff Writer

MARINE CORPS RECRUIT DEPOT, Parris Island, S.C.--An oil painting of a Marine Corps drill instructor barking out orders is the first thing they see when they enter through the double doors at Building 942--Drill Instructor School.

Marines desiring to wear the campaign cover or crimson cord and transform civilians into U.S. Marines must first undergo and successfully complete the intense 11-week course.

At DI School, the 14 member staff focuses its attention on teaching and demonstrating to their students the knowledge and skills needed to become a drill instructor. These topics and abilities vary in subject matter, such as Basic Warrior Training, drill, general military subjects, leadership and standard operating procedures.

Prior to Fiscal Year 1990, the course was only nine weeks long. However, "because approximately 65 percent of DIs on the street hold non-combat MOSs" two more weeks, emphasizing BWT and weapons, were added to the training schedule, according to 1stSgt. Rodney Jordan, chief instructor.

During each class, all students undergo the same training regimen. There are only a few variations to this. While male Marines receive 406 hours of training, Women Marines get 415 hours. Their extra nine hours are for the Line Program and BWT training.

While most of the student's time is spent at the school, they spend three days at Weapons Training Battalion and four days at Field Training Unit learning and sharpening their weapons and basic warrior skills.

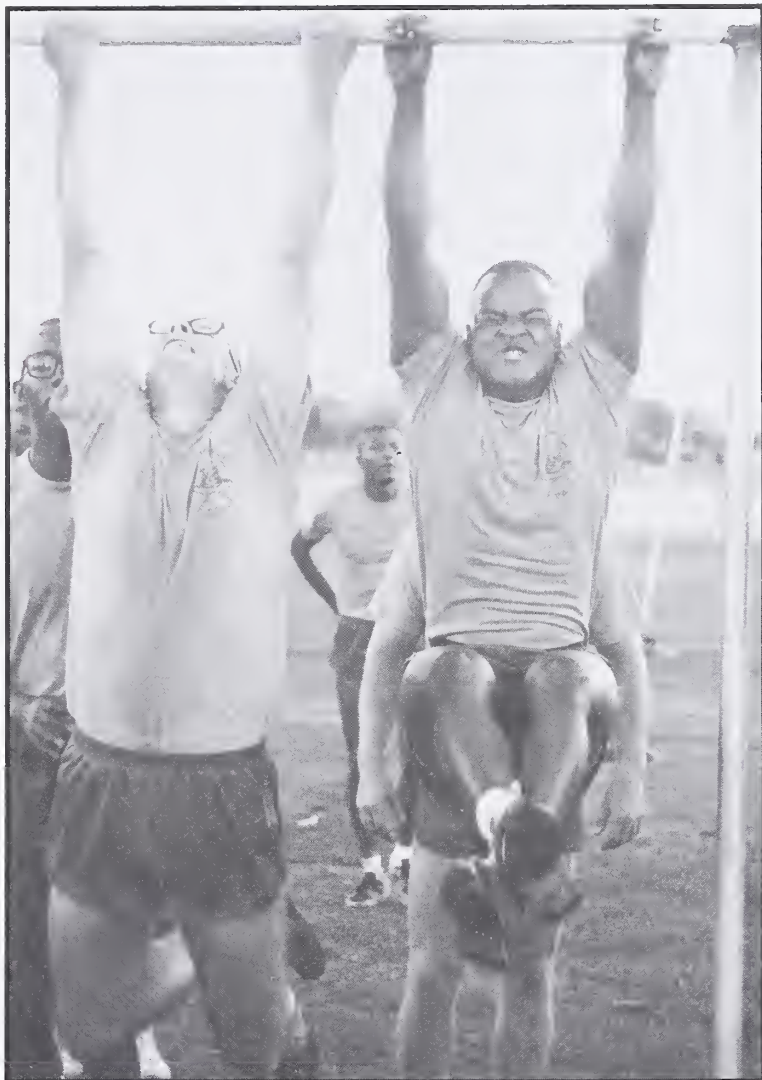
The two biggest chunks of training at

DI School consist of lectures and practical application. "Students receive 96 to 100 hours of classroom lectures and 222 hours of practical application," said Jordan. "The practical application includes drill, physical training, BWT and weapons training."

"All the instructors here came off the street," explained the 38-year-old former drill instructor, who did tours at San Diego, Calif., and here. "They are the caliber that they want their students to be when they go to the street."

"Throughout their schooling, we stress every Marine must know the SOP," he added. "It sets the guidelines and is the guide book of a DI."

In addition to all the classes and training, Jordan points out other equally important matters are covered. "Attention to detail, time management, setting the example are all must have qualities to be a DI."



PUMPIN' OUT--Sgt. David Ross (l) and Anthony Bailey struggle to pump out more more pull-up.

"The drill field is hard, working from 80 to 120 hours a week, lights to lights everyday, every third day, a 24 hour day."

He also explained that the key to graduating from DI School is motivation, enthusiasm and a take-charge attitude.

About the hardest part of the school is its pace. "They definitely burn the midnight oil--putting together their TMIs (Technique of Military

Instruction), preparing for their uniform inspections and memorizing verbatim 20 to 25 drill movements," said Jordan. "It's not over until the last class ends."

"Not every Marine can become a drill instructor either," he continued. "There are many damn good Ma-

rines out there who can't be DIs."

Even after school, the pace doesn't let up explained Jordan. "The drill field is hard, working from 80 to 120 hours a week, light to lights everyday, every third day a 24 hour day."



1990s:

Tommorrow's

Story and photos by
SSgt. Rudy Hernandez

PANCO, RS Orlando

It seems at age 21, she's done it all. Well, except for one thing. But come next year, she'll tackle her next goal.

Robin Howard, from RSS Leesburg, Fla., will be going to bootcamp in January. Recruiter, Sgt. Lawrence Hoffa, says, "Miss Howard is a very special person." The Marine Corps extends itself to only a certain caliber of people ... Howard is one of them.

Her success ranges from winning 4-H competitions to win-



Corps Looking Brighter Each Contract

ning several state awards in science and public speaking.

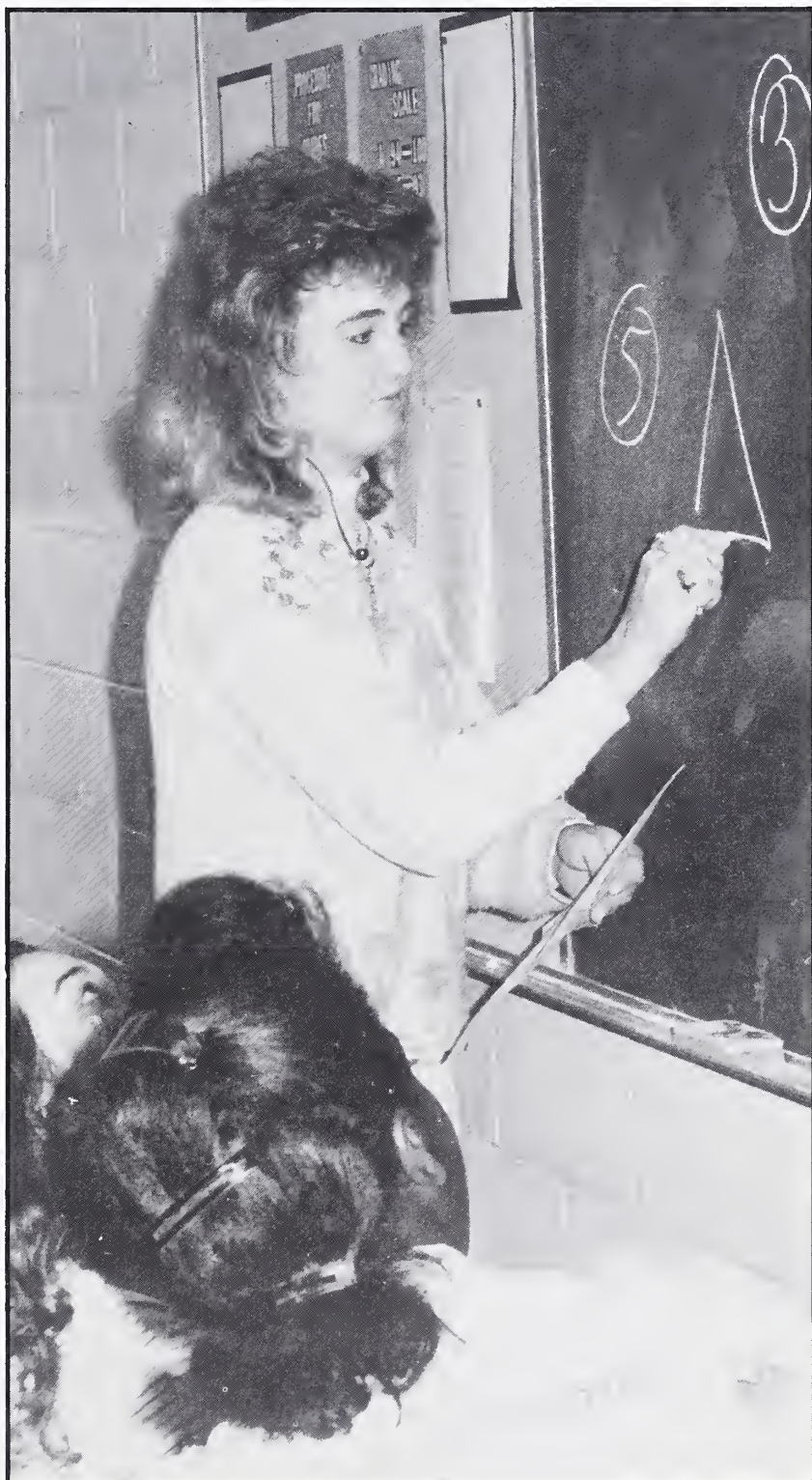
Howard is just not all brains, the almond-eyed, 5'7" blonde won several beauty pageant titles in Hernando County, Orlando and competed in Miss Teen Florida. The future Marine displayed her musical talents playing the flute in the competition.

But it's not all about getting recognition, Howard insists. "I compete for the challenge," she says.

When not competing, she can be found either scuba diving, riding her quadracycle, hunting, fishing or flying in the family plane with her father.

Howard works as a substitute high school teacher where she teaches algebra. "I get a lot of satisfaction out of helping students who are stumped over math problems. The look on their faces when they finally understand formulas gives me a tremendous feeling of accomplishment," Howard says.

So what does she have left to do? "Become my platoon's honor graduate," she says without hesitation. "I see myself becoming a Marine and loving it."



Photos (upper left, lower left and right) are of Robin Howard, future Woman Marine.

Operation Desert Shield

Cookies in the sand...snacks no more

Story by Sgt. Tony Sinagra

1 Marine Expeditionary Force (Forward)

NORTHEAST SAUDI ARABIA,-- Marines have always been resourceful. Throughout their 215-year history, Leather-necks have taken great pride not only in their combat prowess, but also in their uncanny ability to make seemingly useless objects into functional ones.

But now during Operation Desert Shield, Marines faced with what is perhaps the biggest challenge to their legendary resourcefulness yet: What to do with the oatmeal cookie bars found in the familiar, pre-packaged "Meals, ready-to-eat."

About one-half-inch thick and 3 inches long, the rectangular, sand-colored cookie can be found in certain "selected" MRE menus, ostensibly as dessert. Since its actual ingredients aren't listed on the package, an inexperienced person would probably assume that these block-like morsels are made with the usual contents found in a normal cookie. Things like flour, wheat, sugar and perhaps even some oatmeal thrown in for good measure. Marines who have actually eaten one will, almost unanimously, dispute that assumption.

"I think it's made out of sawdust," said Cpl. John Calvillo, of 3rd Tank Battalion, 1 Marine Expeditionary Force. "You know, like low-grade presswood with a little sugar."

"I have no idea what's in an oatmeal cookie bar," said Sgt. Ray Binney, a military policeman with the 1st Marine Division. "Could be toxic waste, compressed sand, or maybe old fish tank gravel." But Binney added

with certainty, "I do know that I'm never going to eat one again."

Indeed, the general consensus among Marines here is that this alleged food item should, under no circumstances, be eaten. But as always, Marine Corps versatility has once again surfaced to save the day.

"Just because you can't eat them, doesn't mean you can't use them for something else," said LCpl. Matt Perry, an armorer. "They're great for sharpening dull bayonets," offered Perry. "They're even better than soapstone."

"Oatmeal cookie bars are far superior to sand bags for building bunkers and lining the edges of fighting holes."

Other Marines and sailors have come up with additional uses for this culinary pariah:

General Construction and Carpentry -

Both Marine combat engineers and equally resourceful Navy Seabees claim oatmeal cookie bars are quite effective as a replacement for wood shims, moldings and other assorted building materials. One group of SeaBees is said to have built an entire hardback tent frame out of oatmeal cookie bars.

Survival Uses - Marine survival experts have reportedly trained their students to use cookie bar shavings to build smokey fires in the event they get lost in the desert. They warn however, that these fires should not be used to cook with, because of the potentially hazardous fumes the shavings give off.

Operation Desert Shield

Insect repellent - Mashed up and mixed with water, the oatmeal cookie bar turns into a poultice that, when smeared on the body, repels even the most bloodthirsty insects.

Administrative Uses - Clerks here have started using these often-shunned snacks to erase pencils, pen and even heavy magic marker errors.

Spot Removal - Marines have found oatmeal cookie bars are excellent for removing stubborn stains like grape juice, motor oil and blood from clothing. Simply rub the cookie bar briskly against the spot and watch it disappear. Unwanted tattoos can be removed the same way (though this should be done under medical supervision.)

Medical Uses - Corpsmen claim that an oatmeal cookie bar used in suppository form is a sure-fire cure for severe dysentery. They added that it may also be eaten for the same effect. But the medical staff hastened to point out that orally ingesting the cookie bar could be even more unpleasant than the malady itself.

Tactical Uses - Marine Corps infantrymen have also found a number of functions for this much-maligned munchy.

"Oatmeal cookie bars are far superior to sand bags for building bunkers and lining the edges of fighting holes," said one infantry officer. "They're virtually bullet-proof.



A gunnery sergeant claimed that he has breech-loaded and successfully fired cookie bars from both the M79 and M203 grenade launchers (please check with your unit armory before attempting this). Other hardcore Marines insist on keeping handfuls of cookie bars in the cargo pockets of their utilites.

"Oh, I'm not planning to eat them," said one lance corporal. "I'm saving them for close-combat, in case my bayonet breaks." Indeed, the command, "Prepare to throw cookie bar!" may someday be heard on the battlefield along with, "Fix bayonets!"

A young Pfc. suggested perhaps the most ingenious use yet for the "dessert from hell."

"We should drop about a million of those suckers on the Iraqi forces occupying Kuwait," he said. "Can you imagine what that would do to their morale? They'd be out of there within 24 hours."

Leave it to the Marines to make the utmost of an unpalatable situation.

—Editor's Note: This story came directly from Saudi Arabia. Its an indication of morale in the desert sand and the spirit of U.S. Marines.

Operation Desert Shield



Sgt. Brad Mitzelfelt

A Marine five-ton truck waits at a camel crossing in the Saudi Arabia desert.

Cheney Authorizes More Reserve Call-ups

WASHINGTON, D.C.--Defense Secretary Dick Cheney has given the military departments authority to call up 63,000 more members of the National Guard and Reserve in support of Operation Desert Shield. Added to authority already granted, this action raises to 188,000 the number of Army, Navy, Air Force and Marine Corps Selected Reservists who can be on active duty at the same time. The order was signed on December 1.

Secretary Cheney's new delegation of authority raises the call-up ceiling to 115,000 for the Army, 10,000 for the Navy and 15,000 for the Marines.

The August ceiling of 1,250 for the Coast Guard, established by the Secretary of Transportation, remains unchanged.

The Selected Reserve is composed of members of the National Guard and Reserve in the United States, Guam, Puerto Rico, the Virgin Islands, and the District of Columbia. It

includes about 1.6 million uniformed, trained, and equipped personnel, who make up the Army National Guard, Air National Guard, Army Reserve, Naval Reserve, Air Force Reserve, Marine Corps Reserve, and Coast Guard Reserve.

To date, 96,834 members of the selected reserve have been called to active duty since August 23, when Secretary Cheney first delegated to the services the authority to call up the reserves. The total includes 68,267 called by the Army, 6182 by the Navy, 5915 by the Air Force, and 25,882 by the Marine Corps. The Coast Guard has called up 588 of its Reservists under authority granted by the Secretary of Transportation.

The Department is authorized to activate Reservists under a Presidential order, which permits the activation of up to 200,000 members of the Selected Reserve at any one time.

Operation Proud Parent

Story and photos by Sgt. L.C. Brooks

PANCO, RS Jacksonville

Operation Desert Shield, Exercise Imminent Thunder and the men and women supporting them are supported at home by a more basic theme, Operation Proud Parent.

Ilse Mercer is the mother of Marine Lance Corporals L. Mercer, 3rd Reconnaissance Battalion, 3rd Marine Division and Christopher R. Mercer, VMA-223, MCAS Cherry Point, N.C. Also included on her Marine Corps family tree is her husband, a retired gunnery sergeant. She believes that some parents are reluctant in approving their son or daughter's enlistment because they "just don't know the facts."

"As a parent, I was attracted to the Delayed Entry Program because it motivated my sons tremendously through their last year of high school," said the slim, dark-haired woman.

"I'm a warrior at heart and my sons are warriors in action."

"I know GySgt. Cannon was able to encourage, monitor and even square my sons away at a time when they just tuned out their father and me."

Mrs. Mercer believes that the relationship between a good Marine recruiter and his future Marine is a very positive one. "I know the self-esteem, confidence and discipline begin to take shape with these young people before they even go to boot camp. And these are positive qualities that will serve them a lifetime.

"There's a vast difference between what gets off the bus and stands on the yellow foot-



SUPPORT FROM HOME--SSgt. Nathan Blakely, RSS Jacksonville Beach, discusses "Operation Proud Parent" with the Mercer family.

prints and what marches on the parade deck on graduation day," continued Mercer.

"I had no anxiety about them going in the Marine Corps. I felt and still feel it is quite an honor and no small accomplishment to become a Marine."

With one son already in Saudi Arabia and the possibility of the other going, Mercer is understandably concerned. "During Vietnam I had no patience with protesters or non-supporters. That attitude has not changed. Someone in society has to stand up when the Commander-In-Chief says it's necessary. I'm a warrior at heart and my sons are warriors in action."

RAO Notes

By Capt. Doug G. Olsen
6th MCD RAO

In recent months we have discussed recruitment advertising programs that generally center around paid advertising mediums such as; National TV, radio and magazine ads, District theater, high school newspaper, and promotional item advertising. These mediums continue to generate Marine Corps awareness and lead generation in our sales environment. But what can the recruiter do to generate positive Marine Corps advertising shown in his market? Enter PUBLIC SERVICE ADVERTISING SUPPORT; the recruiter's most valuable advertising weapon. Public service sup-

port is FREE advertising and simply requires a team effort from the recruiter and RS PANCO working the local media.

My guidance on working the media is to keep it simple, stick to the basics, and remember what the Guidebook for Recruiters says:

On the RS level, you have the Public Affairs NCO. The PANCO's only job is to support you. Though PANCOs cannot be at every RSS, they have the background and the materials necessary for your media operation.

- It is the PANCO who will provide you with 30 sheet billboard posters.

- It is the PANCO who you and your NCOIC will con-

tact for TV trailers (sign-on, sign-off spots) and other spots to be provided to your TV stations.

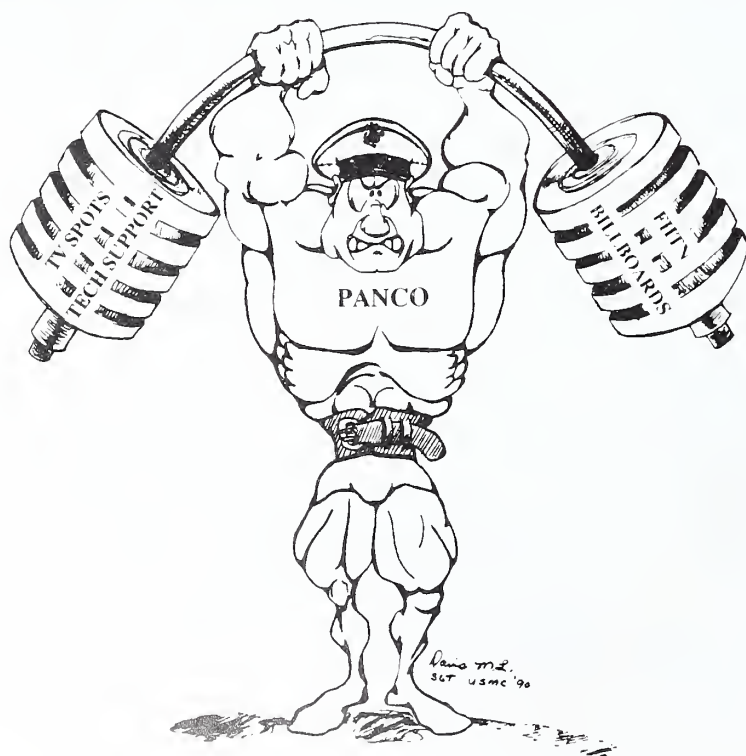
- It is the PANCO who can provide standardized Fleet Hometown News Release Program forms (NAVSO 5724/1) to be used with localized news events utilizing the Fleet Hometown News Center located in Norfolk, Virginia.

- It is the PANCO who you will call on for administrative and technical support in dealing with the media that provides you with public service support.

On your level there is the real world. There is no RSS Recruitment Advertising Plan, there is no advertising specialist, and there are no dollars. But, there is the media.

A word of caution! Do not dilute your efforts by trying to cover every known media in your area. In other words, put your efforts into the media that will produce results, do not scatter-gun the target.

Establish a sound relationship with the media in your area, and you'll receive support you never thought possible.



Contact Team Tips

Area Canvassing is a volume business. The more people you come in contact with, the better your results. The purpose of a recruiter going area canvassing is to reach two common objectives which are:

1. to get a name and phone number.
2. to make the appointment.

Prospecting

In conducting area canvassing it's a good idea to realize that there are two types of prospecting:

1. Planned. This is where the recruiter identifies the place with the most volume of your market at the time you're going to be there. It is then normally scheduled in the S&R seek. Some of the areas that you may consider are:

- (a) School grounds or campuses.
- (b) Evening sporting events.
- (c) Restaurants and convenience stores near schools.
- (d) At local events which will attract your market.
- (e) Boys clubs or gyms at night.
- (f) Beaches during the summer.
- (g) Part time jobs.

2. Unplanned. This type of area canvassing involves always being on your toes and regardless of what you are doing, you're seizing the opportunity to talk to a potential applicant.

It also can include your hobby and sports interests. These can be especially good because they can give you a common interest to talk about.

Approaches

These are hard to overcome sometimes, but with a little planning, practice and application, area canvassing is a workable part of your prospecting plan. Below are two different approaches:

1. Direct. This approach is nothing more than walking up to the person and introducing yourself. Lead in remarks may be:

- a. Hi! I'm __ with the Marine Corps office; you look like someone who would make a good Marine. Can I call you for an appointment?
- b. Why aren't you in the Marines?
- c. Didn't I see you at __ yesterday? Weren't you interested in the Marine Corps?

2. Indirect. Look for a common bond or something you can talk about, other than the USMC. This allows you to establish a little rapport with the person before you go for a name and number. This method also works well when you know where you can see the person frequently (work, school, etc.)



Pacesetters--
Thirteen Marines recently graduated from the 6th MCD NCOIC Course 1-91. The week long course was held at the 6th MCD HQ, Atlanta, Ga.

SSgt. Kenneth M. Dvorak

Recruiter Honor Roll

8 Contracts

*Sgt. D. Hawkins, RSS Murfreesboro, Tenn.

6 Contracts

*GySgt. R. Griffin, RSS Tampa, Fla.

*Sgt. T. Johnson, RSS Stone Mountain, Ga.

5 Contracts

*SSgt. R. Trinidad, RSS Gastonia, N.C.

**SSgt. B. Renfroe, RSS W. Palm Beach, Fla.

SSgt. S. Silva, RSS Jackson, Tenn.

Sgt. K. McTyer, RSS Cocoa, Fla.

Sgt. D. Norton, RSS Tupelo, Miss.

*Sgt. R. Mills, RSS Savannah

4 Contracts

MSgt. C. Butcher, Jr., RSS W. Palm Beach, Fla.

GySgt. J. Deitle, RSS Margate, Fla.

GySgt. D. Klidies, RSS N. Memphis, Tenn.

*SSgt. R. McKibbin, RSS Pensacola, Fla.

SSgt. E. Guess, Jr., RSS Jacksonville, N.C.

SSgt. T. Fisk, RSS Greensboro, N.C.

SSgt. W. Durham, RSS Birmingham, Ala.

SSgt. P. Caddle, RSS Columbus, Ga.

SSgt. M. Gibson, RSS Chattanooga, Tenn.

SSgt. C. Jones, RSS Decatur, Ala.

SSgt. K. Cornett, RSS Decatur, Ala.

SSgt. N. Blakely, RSS Jacksonville, Fla.

SSgt. R. Miller, RSS Jonesboro, Ga.

Sgt. W. Burton, RSS Lakeland, Fla.

Sgt. L. Hoffa, RSS Leesburg, Fla.

Sgt. J. Clark, RSS Burlington, N.C.

Sgt. C. Jones, RSS Durham, N.C.

Sgt. A. Menendez, RSS Raleigh, N.C.

Sgt. I. Marcum, Jr., RSS Anniston, Ala.

Sgt. J. Griffitt, RSS Montgomery, Ala.

Sgt. R. Hannah, RSS Knoxville, Tenn.

Sgt. P. Jackett, RSS Murfreesboro, Tenn.

**Sgt. D. Garcia, RSS Hialeah, Fla.

Sgt. L. Pineiro, Jr., RSS Hialeah, Fla.

Sgt. K. Snow, RSS Miami, Fla.

Sgt. A. Brocato, RSS Bradenton, Fla.

Sgt. H. Jones, RSS Albany, Ga.

Sgt. J. Schwalback, RSS Daytona Beach, Fla.

Sgt. A. Griffiths, RSS Gainesville, Fla.

Sgt. R. Germin, RSS Savannah, Ga.

Sgt. B. Boatright, RSS Augusta, Ga.

Sgt. R. Caldwell, RSS N. Charleston, Ga.

*Denotes RS Recruiter of the Month

**Tied for RS R.O.M. honors



SSgt. Kenneth M. Dvorak

MERITORIOUSLY PROMOTED-- *SSgt. Joseph Pickerill, RSS Lawrenceville and wife Kristen, Joe, Jr. 4, and Danielle, 3, celebrate his recent meritorious promotion to staff sergeant. Pickerill, a native of Shepherdsville, Ky., has been on recruiting duty for more than 2 years.*

Recruiter of the Month

RS Jacksonville

Sgt. Rufus Mills of RSS Savannah, Fla. claimed the title by writing five contracts.

"Using all assets when hitting the pavement."

Primary MOS: Traffic Management

Hometown: Savannah, Ga.

Family: Single

RS Raleigh

SSgt. Ruben Trinidad of RSS Gastonia, N.C. netted five contracts.

"Using my supporting fire support-area canvassing, home visits, and future Marines."

Primary Mos: Small Unit Infantry Leader

Hometown: Philadelphia, Pa.

Family: Wife Sonja, sons Sean, 13 and Ryan, 2

RS Macon

Sgt. Tony Johnson of RSS Stone Mountain, Ga. has sealed the title with six contracts.

"Looking at recruiting as fun as well as work."

Primary MOS: Supply Administration

Hometown: Charlotte, N.C.

Family: Wife LeQuinn, Son Tony, 7, Daughter Remonda, 4 and son Olsen, 15 mo.

RS Ft. Lauderdale

SSgt. Benjamin Renfroe of RSS West Palm Beach, Fla. claimed the title by writing five contracts.

"Most of my success came from working my pool."

Primary MOS: Motor Transportation

Hometown: Atlanta, Ga.

Family: Single

RS Orlando

GySgt. Richard Griffin of RSS Tampa, Fla. netted six contracts.

"Teamwork and an understanding family contributed greatly to my success."

Primary MOS: Aviation Ops Specialist

Hometown: Brooklyn, N.Y.

Family: Wife Brenda, daughter Michelle, 10, son Richard, 8

RS Montgomery

SSgt. Robert McKibbin of RSS Pensacola, Fla. captured the title, netting four contracts.

"I have a great pool and there's good teamwork here."

Primary Mos: Combat Still Photographer

Hometown: Colorado Springs, Co.

Family: Wife Sonya, son Anson, 7, and daughter, Hannah, 3

RS Nashville

Sgt. Dwayne Hawkins of RSS Murfreesboro, Tenn. closed with eight contracts.

"Guidance from my NCOIC and constant prospecting helped me greatly."

Primary MOS: Hawk Missile Operator

Hometown: Memphis, Tenn.

Family: Wife Melissa

Congratulations
--great month!

"Home for Christmas Campaign"

FLARE



Campaign Leaders

Top Recruiting Station RSS (≥ 4 recruiters)

RSS Winston-Salem, RS Raleigh

Top Recruiting Station RSS (≤ 3 recruiters)

RSS Atlanta, RS Macon

Top Recruiter

Sgt. Magyar, RS Ft. Lauderdale

Recruiter with the most I-IIIAs (Jan - May)

Sgt. Berry, RS Nashville